

PRADA



PRADA FOR ADIDAS LIMITED EDITION

**Prada and adidas unveil the first release of their partnership:
the Prada Superstar sneaker and the Prada Bowling bag for adidas
on sale as a duo from December 4, 2019**

Milan/Herzogenaurach, 25 November 2019 - A partnership to begin a partnership. The first release - Prada for adidas Limited Edition - is an homage to adidas, championing an emblematic adidas Originals shoe - the Superstar sneaker, originally launched in 1969 and still a lynchpin of adidas Originals style. It also introduces a new bag silhouette, the Prada Bowling bag for adidas, which echoes the Prada Bowling bag as well as the adidas gym bag, in and of itself referencing the world of sports, a style that serves to illustrate the shared narratives and intersecting heritages of Prada and adidas.

The Prada Superstar and the Prada Bowling bag for adidas are proposed together; every piece is Made in Italy by Prada, indicating the superlative quality synonymous with the brand and its inimitable expertise in accessories and 106-year history as a luxury leather goods house. A partnership about manufacturing, a salute to the 50 years of the Superstar, an impeccable style icon - which does not require being re-designed - having crossed boundaries and challenged definitions through five decades.

This pair of styles - each with a fundamental duality at their core - has been evolved from their sports and subcultural roots into modern luxury. Clean simplicity and timeless lines are constants: the Superstar sneakers are translated using Prada's full-grain leather for the upper with the signature adidas Originals rubber shell toe, finished with a herringbone-pattern rubber cupsole, serrated triple-stripe and a Trefoil logo-pint on the heel, alongside the Prada logotype. The Prada Bowling bag for adidas is executed in superior calf leather with a sports nylon strap, the chassis of the bag bearing the twinned logos of Prada and adidas Originals. Both products are offered in optic white with black detailing: sharp, simple, immediately recognisable, outlining the genesis of Prada for adidas.

Prada for adidas Limited Edition - an homage to timeless classics that transcend generations - is offered for woman and man in exclusive limited editions of 700 pieces, both footwear and accessories numbered with a unique serial.

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The duo retails online through adidas.com and prada.com, and at selected Prada stores worldwide from December 4, 2019.

#Pradaforadidas

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About Prada

Since 1913, Prada has been synonymous with cutting-edge style. Its intellectual universe combines concept, structure and image through codes that go beyond trends. Its fashion transcends products, translating conceptuality into a universe that has become a benchmark to those who dare to challenge conventions focusing on experimentation. Prada, one of the world's leading brands, is part of the Prada Group - HKSE Code 1913 -, a global leader in the luxury goods industry. Prada Group operates with the Prada, Miu Miu, Church's and Car Shoe brands in the production and distribution of handbags, leather goods, footwear, apparel and accessories as well as in the food sector with Marchesi 1824, and in the eyewear and fragrance industries under licensing agreements. Its products are sold in 70 countries worldwide through 637 directly operated stores as of June 30, 2019 and a selected network of luxury department stores, multi-brand stores and franchise stores.

About adidas Originals

Inspired by the rich sporting heritage of adidas - one of the world's leading sports brands and a global designer and developer of athletic footwear and apparel - adidas Originals is a lifestyle brand founded in 2001. With the adidas archive at its foundation, adidas Originals continues to evolve the brand's legacy through its commitment to product innovation and its ability to filter the creativity and courage found on courts and sporting arenas through the lens of contemporary youth culture. Marked by the iconic Trefoil logo that was first used in 1972 and championed by those that continue to shape and define creative culture, adidas Originals continues to lead the way as the pioneering sportswear brand for the street.